

JOB INFORMATION

Effective Date	3/14/2023
Job Code:	3879
Job Title:	Enrollment Management Specialist
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	
FLSA Name:	Non-Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Enrollment Management
Job Family:	Enrollment Management
Job Summary	Part of a student-centered enrollment management office the Enrollment Management Specialist performs comprehensive enrollment counseling in an effort to increase enrollment. Provides counseling online, via chats and with the use of other online tools. Makes presentations to tour groups.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree		Required	
Master's Degree	in student personnel, counseling or related area	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	Minimum of 2 years experience in admissions/advising/recruiting in higher education.	Required	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
<ul style="list-style-type: none"> Thorough understanding of higher education policies regarding admission and enrollment; specific knowledge of undergraduate/graduate degree requirements. 	Skilled
<ul style="list-style-type: none"> Ability to communicate effectively in speech and writing and to interact with a broad range of clientele. 	Skilled
<ul style="list-style-type: none"> Attention to detail--especially in program development and documentation. 	Skilled
<ul style="list-style-type: none"> Ability to work within deadlines. 	Skilled
<ul style="list-style-type: none"> Ability to be flexible, analyze and respond to varying situations. 	Skilled
<ul style="list-style-type: none"> Creativity in using available marketing resources to meet enrollment goals. 	Skilled
<ul style="list-style-type: none"> Ability to prioritize and work under pressure. 	Skilled
<ul style="list-style-type: none"> Must be a self starter with the ability to work with limited guidance. 	Skilled
<ul style="list-style-type: none"> Must be able to work extended hours or weekends during peak times and for special programs, projects, or events. 	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
<ul style="list-style-type: none"> As the on campus Enrollment Management Counselor this position provides pre-admission counseling for prospective undergraduate/graduate students; provides initial counseling for undesignated students; supports university activities during registration periods aimed at maximizing total enrollment as assigned which may include assisting with efforts to increase continuous student enrollment, this includes but is not limited to phone calls, emails and mail outs; on the spot admissions; provides admission presentations for tour groups. 	50%
<ul style="list-style-type: none"> In conjunction with the Assistant Director, E-recruiter and various academic departments, develops a series of online recruitment activities, i.e. open houses, information sessions, chat sessions in efforts to build awareness and enrollment about UH-Clear Lake, its entrance requirements and academic opportunities. 	25%
<ul style="list-style-type: none"> Responds to inquiries through the admissions email account, chat sessions and replies from email blasts. 	15%
<ul style="list-style-type: none"> Assists in the development of printed materials to be used in recruitment efforts. 	5%
<ul style="list-style-type: none"> Other duties as assigned 	5%

PRE-EMPLOYMENT

MVR:	Yes
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing						
Walking						
Sitting						
Lifting						
Carrying						
Pushing						
Pulling						
Climbing						
Balancing						
Stooping						
Kneeling						
Crouching						
Crawling						
Reaching						
Handling						
Grasping						
Feeling						
Talking						
Hearing						
Repetitive Motions						
Eye/Hand/Foot Coordination						

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold					
Extreme heat					
Humid					
Wet					
Noise					
Hazards					
Temperature Change					
Atmospheric Conditions					
Vibration					

Travel Requirements

Estimated Amount	Brief Description